



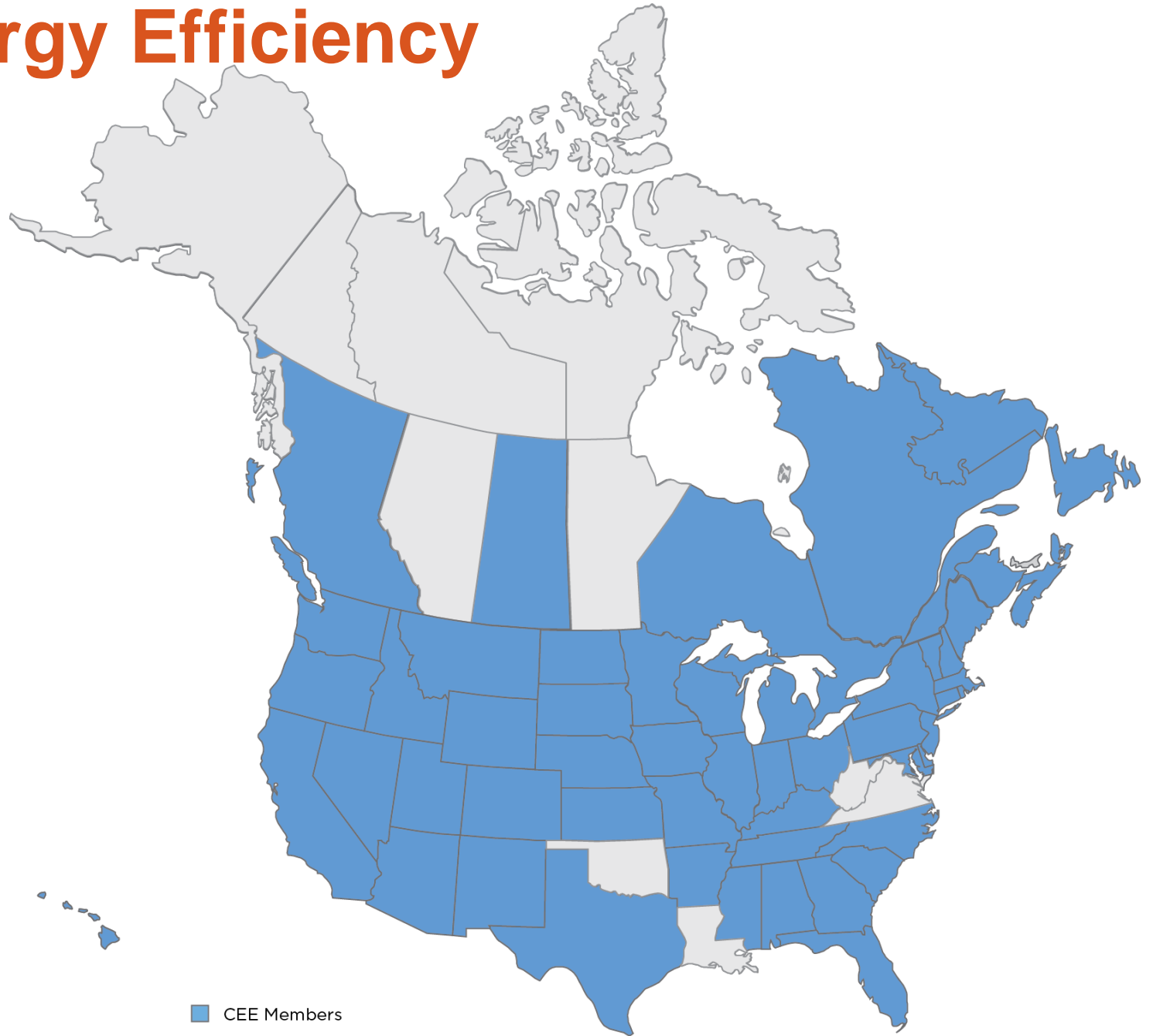
ENERGY STAR® Commercial Food Service Stakeholder Workshop

Industry Dialogue: Connecting Utilities and the CFS
Distribution Channel through Midstream Rebates

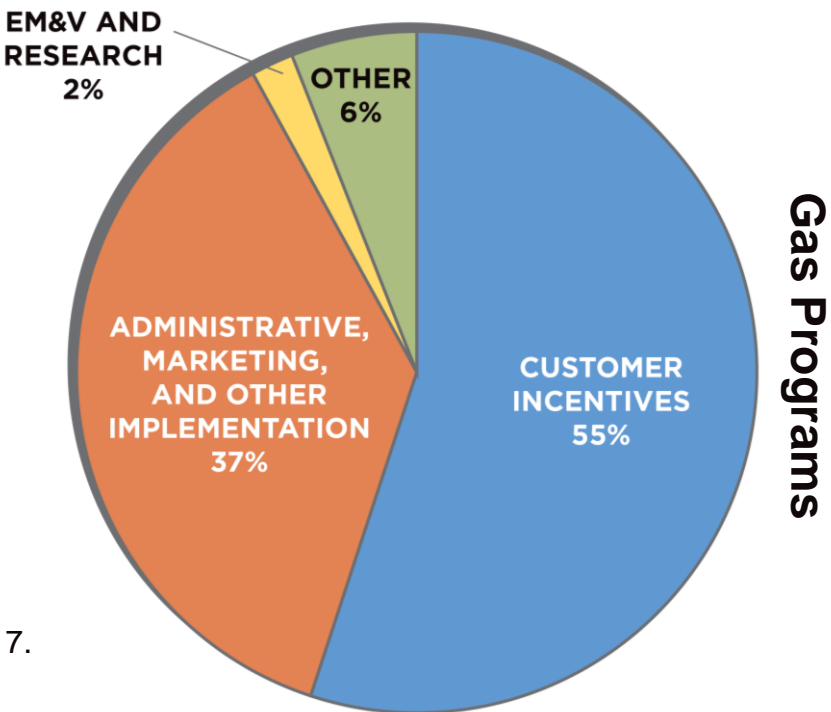
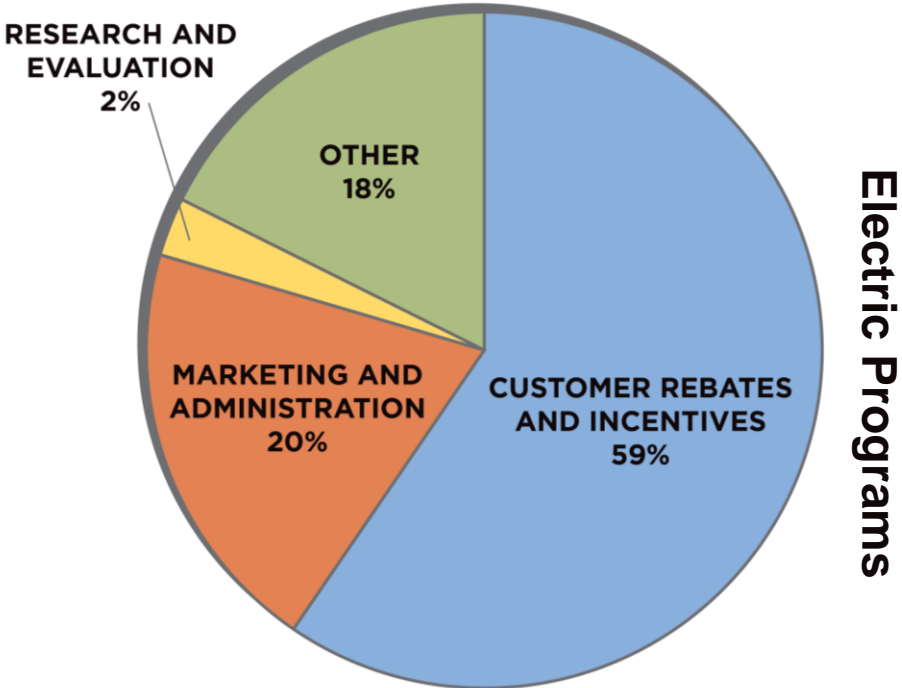
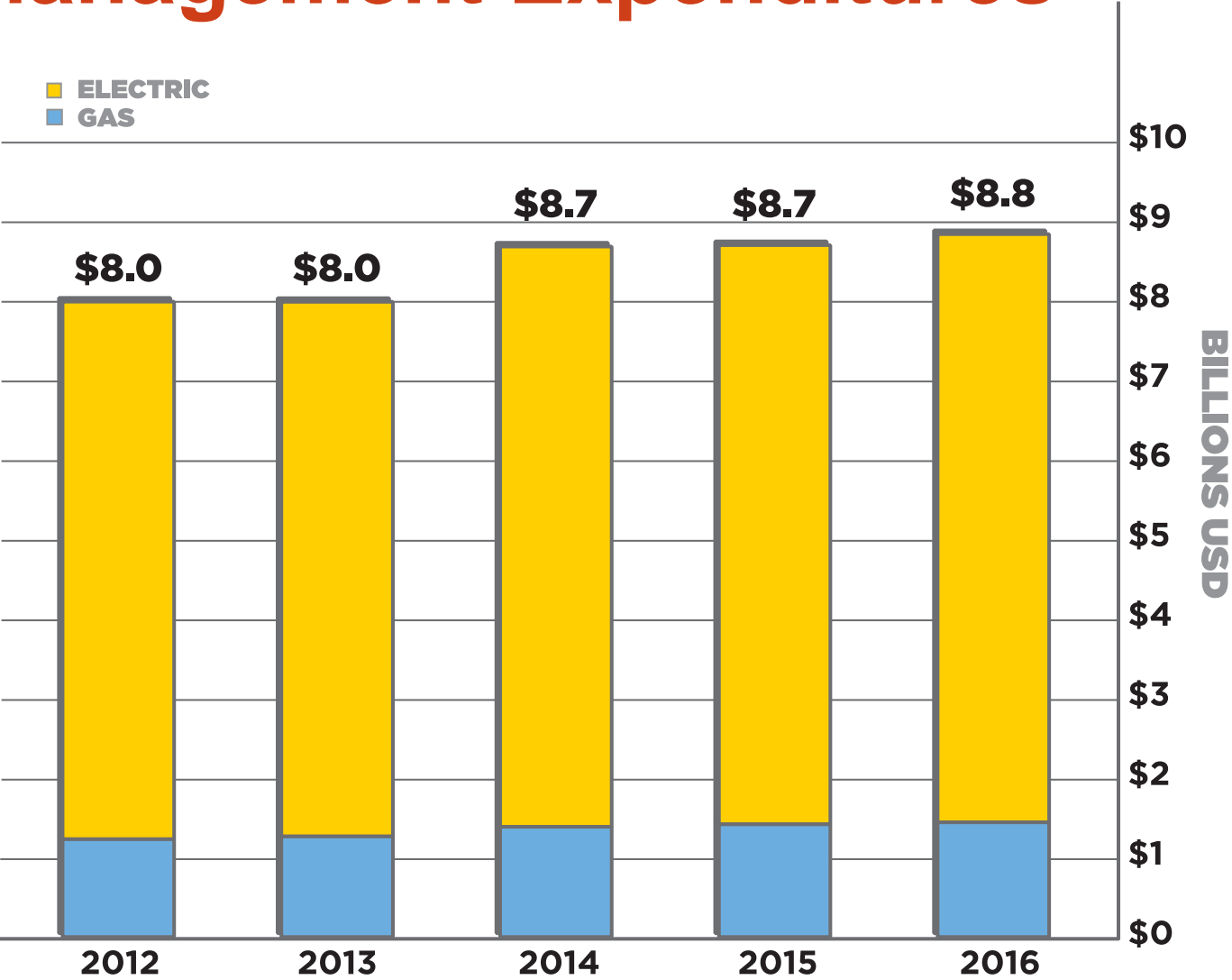
Laura Thomas
Program Manager
May 20, 2018
National Restaurant Association Show
Chicago, IL

Consortium for Energy Efficiency

- ▼ CEE brings together over 80 energy efficiency program administrators serving all or part of 47 states, DC, and 7 provinces
- ▼ CEE is a member-driven nonprofit, governed by a Board of Directors from member organizations

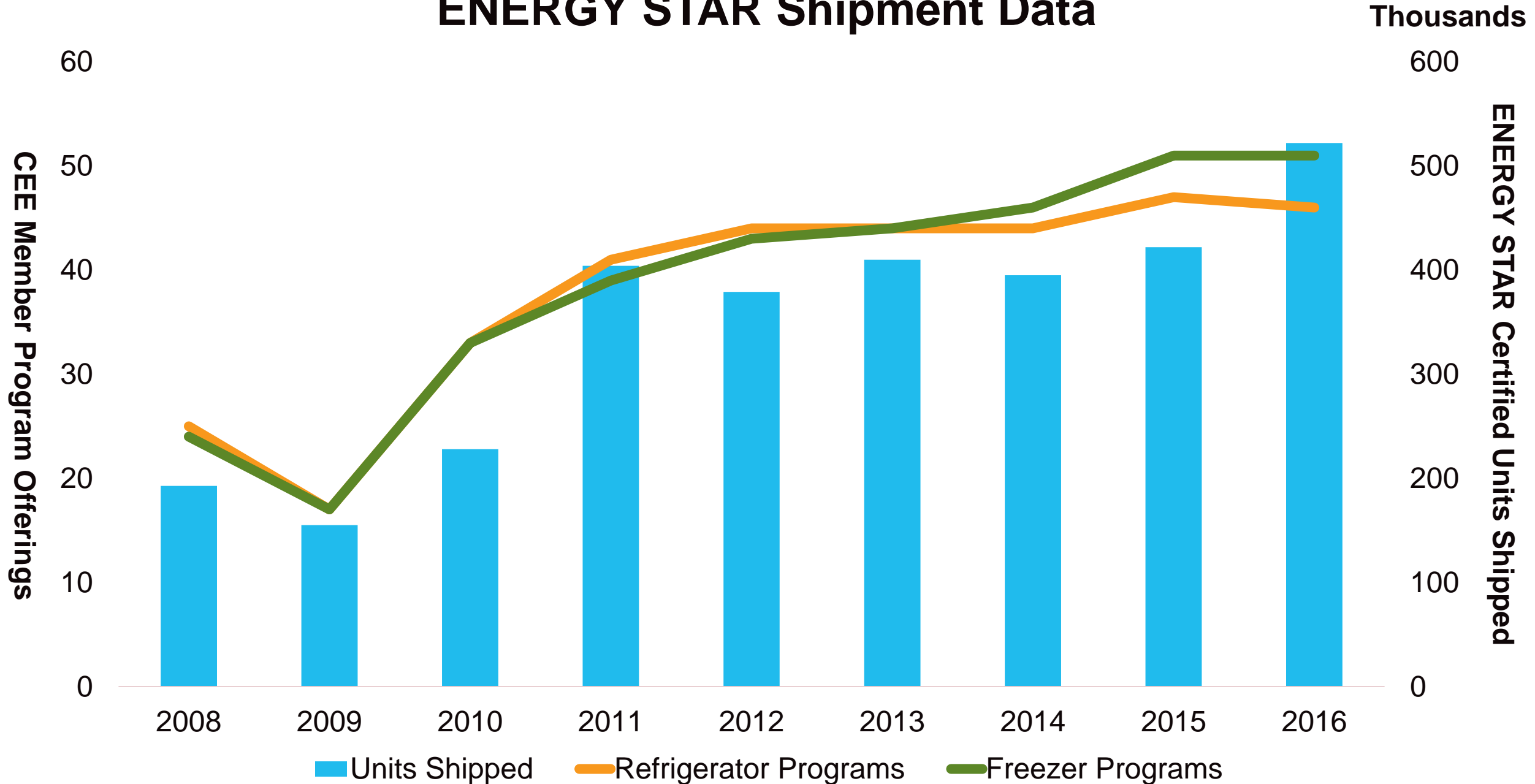


US and Canadian Demand Side Management Expenditures



Consortium for Energy Efficiency. State of the Efficiency Program Industry: Budgets, Expenditures, and Impacts 2017. <https://www.cee1.org/annual-industry-reports>, posted March 2018.

Program Support for Commercial Refrigeration and ENERGY STAR Shipment Data



CEE Commercial Kitchens Initiative



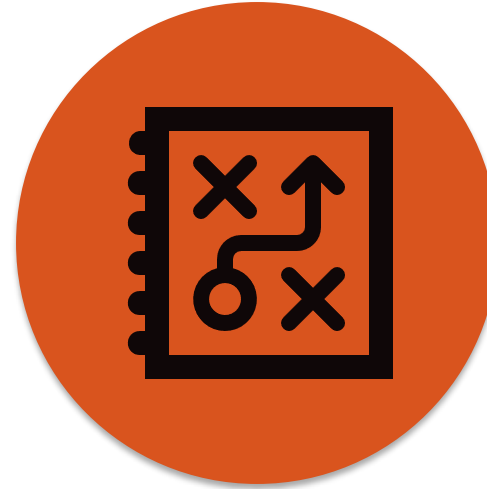
Timeline

Initiative launched in 2005
Most recently revised in 2015



Goal

Provide clear and credible definitions of highly efficient energy and water performance in cooking, refrigeration, and sanitation equipment



Strategy

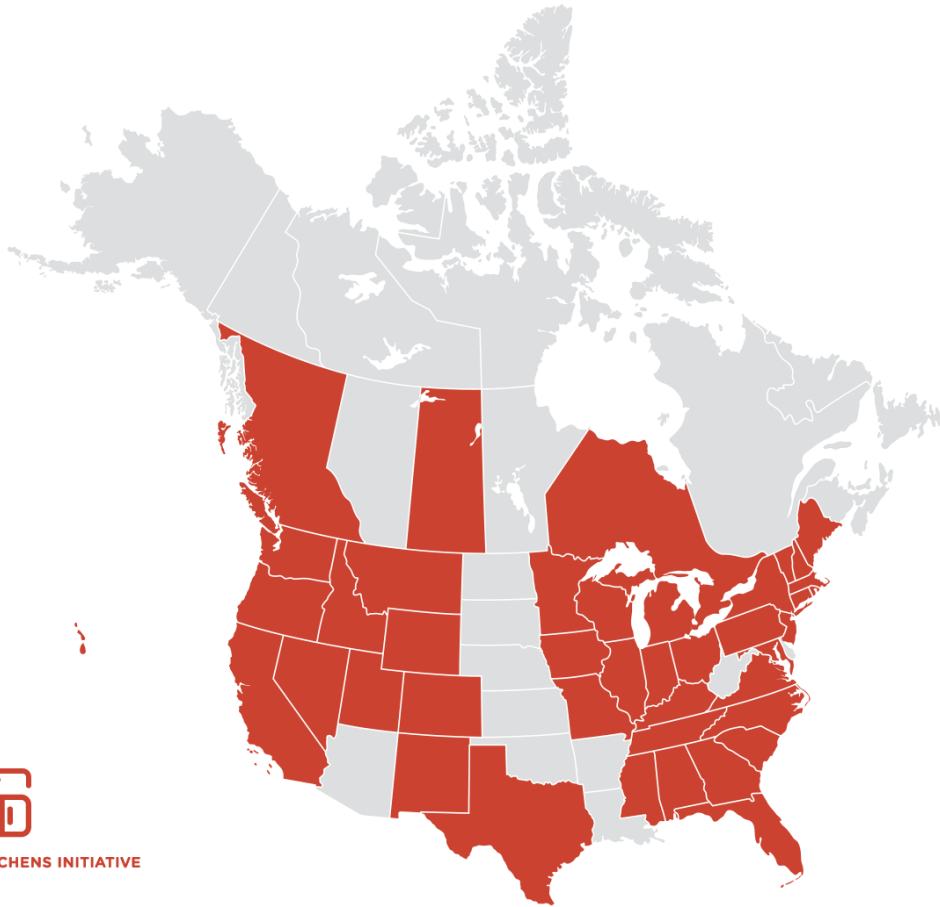
- Bundle of specifications
- Build relationships with key stakeholders
- Inform and strengthen ENERGY STAR® and WaterSense®



Equipment Resources

- Program Guides
- Specifications
- Qualifying Product Lists
- Annual Program Summary
- DCKV Field Test Reports

Members Participating in the CEE Commercial Kitchens Initiative



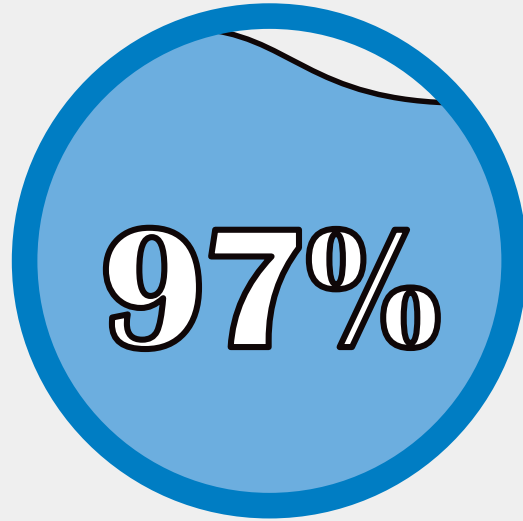
- ▼ Alliant Energy
- ▼ Ameren Illinois
- ▼ Atmos Energy Corporation
- ▼ Austin Energy
- ▼ Avista Utilities
- ▼ Baltimore Gas and Electric Company
- ▼ BC Hydro
- ▼ Berkshire Gas
- ▼ Cape Light Compact
- ▼ Columbia Gas of Massachusetts
- ▼ Commonwealth Edison Company
- ▼ Connecticut Natural Gas
- ▼ Consumers Energy
- ▼ DC Sustainable Energy Utility
- ▼ Dominion Energy
- ▼ DTE Energy
- ▼ Duke Energy
- ▼ Efficiency Maine
- ▼ Efficiency Vermont
- ▼ Energy Trust of Oregon
- ▼ Eugene Water & Electric Board
- ▼ Eversource
- ▼ Focus on Energy—Wisconsin
- ▼ FortisBC
- ▼ Georgia Power
- ▼ Gulf Power
- ▼ Hawaii Energy Efficiency Program
- ▼ Idaho Power
- ▼ Los Angeles Department of Water and Power
- ▼ MidAmerican Energy
- ▼ National Grid
- ▼ New Jersey Natural Gas
- ▼ New Mexico Gas Company
- ▼ Nicor Gas
- ▼ NW Natural
- ▼ Oncor
- ▼ Pacific Gas and Electric Company
- ▼ PECO
- ▼ Platte River Power Authority
- ▼ PNM
- ▼ Potomac Electric Power Company (Pepco)
- ▼ Public Service Electric & Gas
- ▼ Puget Sound Energy
- ▼ Sacramento Municipal Utility District
- ▼ San Diego Gas & Electric Company
- ▼ SaskPower
- ▼ Seattle City Light
- ▼ Snohomish County PUD
- ▼ SoCalGas
- ▼ South Jersey Gas
- ▼ Southern California Edison
- ▼ Southern Connecticut Gas
- ▼ Southern Minnesota Municipal Power Agency
- ▼ Southwest Gas
- ▼ Tacoma Power
- ▼ Tennessee Valley Authority
- ▼ Union Gas
- ▼ United Illuminating
- ▼ Until
- ▼ Vectren Corporation
- ▼ Vermont Gas
- ▼ Xcel Energy



KITCHENS INITIATIVE

CEE Member Program Activity in CFS

Of the 88 CEE Members offering programs for equipment categories covered by CEE or ENERGY STAR Specifications...

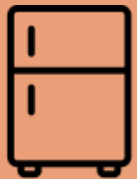


Percent Change of Member Offerings from 2017 to 2018

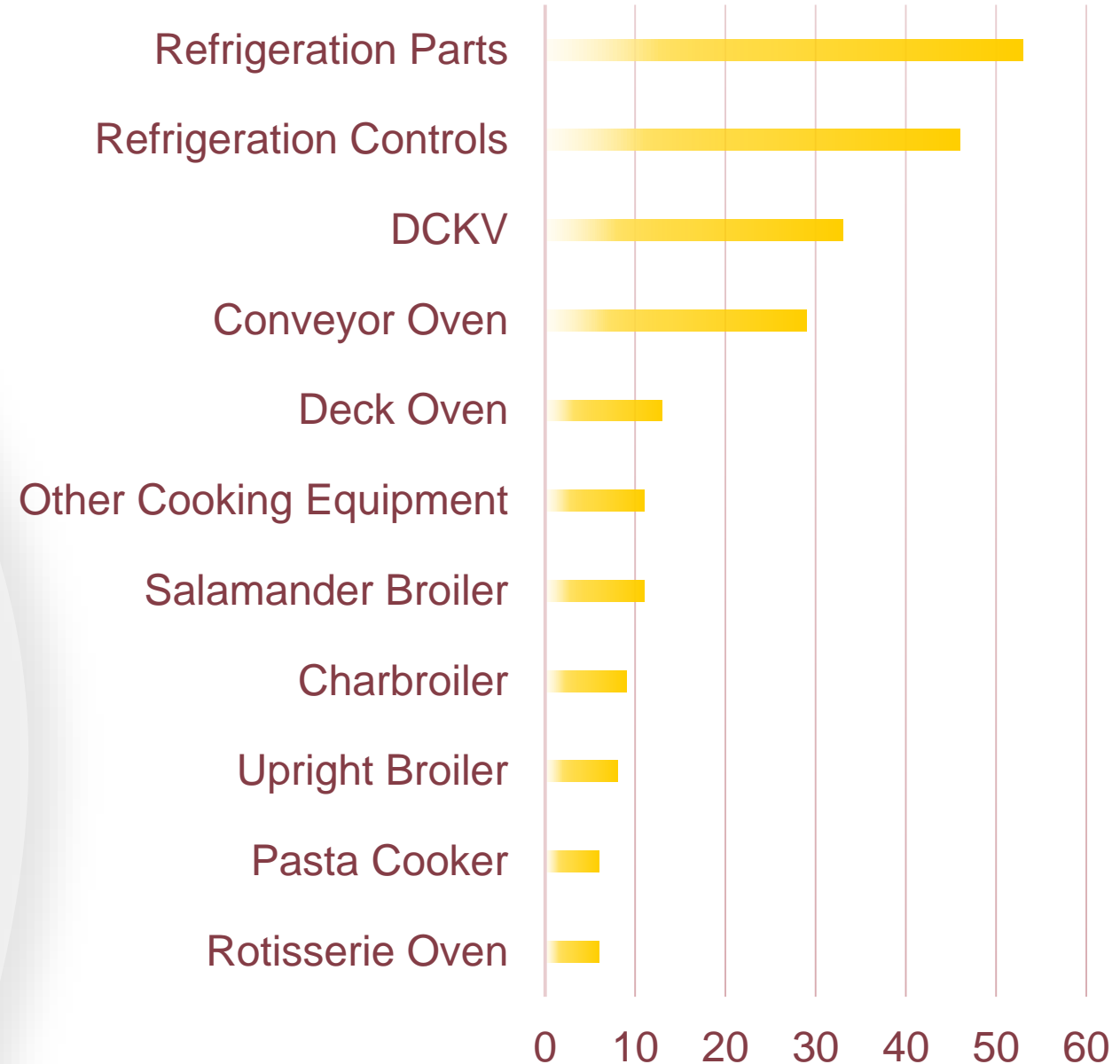
5%



-1%



3%



Let's Dive In



Panelists

- ▶ Tianna Byrtus, Puget Sound Energy
- ▶ Melisa Marks, SoCalGas
- ▶ Courtney Baum, DNV GL representing DTE Energy

Commercial Food Service Program Designs



Getting to Know Puget Sound Energy (PSE)



- **Service Area:**
 - 10 Counties over 6,000 square miles
- **Customers:**
 - Approximately 1.1 M electric customers
 - Over 760,000 natural gas customers

- **Employees:**
 - Nearly 3,000
 - 100 in Energy Efficiency



- Largest utility producer of **wind power** in the Pacific Northwest
- Owner of Washington's largest **solar-power** generating facility



PSE's CFS Program At-a-Glance

- Purchase **ENERGY STAR** certified equipment & receive a rebate!
 - 13 Equipment categories:
 - Fryers, Steamers, Griddles, HFHC, Convection-, Combi-, Rack-, Deck-Ovens, Ice Machines, Dishwashers, Water Heaters, & Boilers
 - 88 Individual gas, electric, or combined measures
 - Purchase ANYWHERE (“Downstream”) and receive a mail-in rebate.
- OR**
- Purchase from a participating “Midstream” Distributor and receive an **INSTANT** rebate!
 - Submit the Application, Invoice, W9 Tax Form, and that’s it!
 - Program is delivered **jointly** across 7 regional utilities.
 - Same Distributors, Application, Qualifying Lists, & *similar rebates*

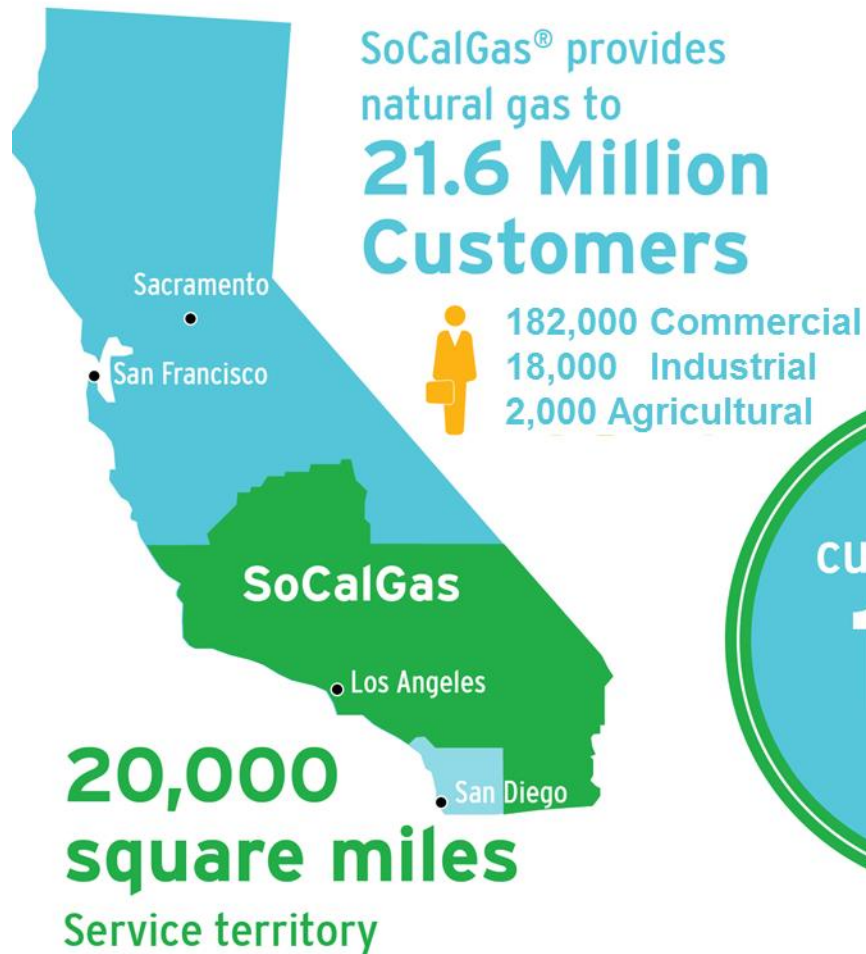
“Midstream” Program

- **What:**
 - Local Distributors deliver the rebate program to *their* customers by offering Instant (off-invoice) rebates in-store.
- **How:**
 - Train Distributors and provide tools to integrate the program into the *their* business model.
 - Distributors stock qualifying equipment, point customers to it, assist w/ paperwork, & send to utility *for* customer.
 - Incentivize the Distributor to do the “extra” work (\$PIFF\$)
- **Why:**
 - Customer’s don’t come to the utility when they need to buy new equipment...
 - Distributors know equipment, the utilities may not...
 - The customer trusts their distributor, the utility maybe not...
 - Customer can spend that instant rebate \$\$ on something else in-store!

PSE's CFS Program History

- **2004 Launched Downstream Rebate Program**
 - Reach-in Refrigerators & Freezers only
- **2006 Added Midstream Rebates**
 - Added Steamers and 1 Midstream Distributor
- **2009 Excitement! Big program!**
 - 11 Equipment categories
 - Refrigeration, Fryers, Steamers, HFHC, Convection-, Combi-, Rack-Ovens, Ice Machines, Dishwashers, Water Heaters, & Boilers
 - 9 Midstream Distributors!
- **2018 Fast Forward to a steady program**
 - 13 Equipment categories
 - Fryers, Steamers, Griddles, HFHC, Convection-, Combi-, Rack-, Deck-Ovens, Ice Machines, Dishwashers, Water Heaters, Boilers, & DCKV soon
 - 7 Midstream Distributors and 8 Downstream Distributors

About SoCalGas

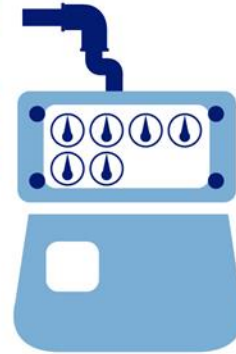


1 Trillion
cubic feet (Tcf)
of natural gas
delivered
annually

5%
of US gas
deliveries

Serving
customers for
150
Years

5.9
million
meters



Nearly
100,000
Miles
of distributions
mains and
service lines

Over
4,000
Miles
of natural gas
transmission
lines

Food Service Equipment Center

- Services over 5,000 foodservice customers each year
- More than 125 pieces of equipment available from over 50 different manufacturers
- Encourages the use of natural gas cooking equipment
- This facility acts as a model for the booming foodservice industry's energy savings initiative.
 - One of the largest centers with Version 4 LEED EB: O&M Platinum certification
 - WELL Building Certification (Pending)
 - Has a variety of seminars throughout the year
 - Equipment presentation and demonstrations occur daily
 - Educational training programs and community outreach








Offers a variety of energy efficiency rebates designed to help businesses save money and energy.

- Rebates reduce the initial cost of equipment and potentially reduce operating costs.

- Refer to qualified product list <https://fishnick.com/saveenergy/rebates/>

Commercial Cooking Equipment

All cooking equipment eligible for the EERB program is listed on the Fisher-Nickel website: fishnick.com/saveenergy/rebates/, and are based on the American Society for Testing and Materials (ASTM) standards. The Fishnick website is subject to change; please check for updates on eligible equipment. All natural gas equipment listed on the Fishnick website is qualified for the EERB program.

Equipment	Required Efficiency	Size	Rebate Amount
Combination Oven	Steam mode $\geq 38\%$ and convection mode $\geq 44\%$	<15 Pans	\$1,100/oven
		15-28 Pans	\$1,450/oven
		>28 Pans	\$2,400/oven
Commercial Fryer 	$\geq 50\%$		\$749/vat
Commercial Griddle	Heavy load cooking energy efficiency $\geq 38\%$		\$100/ft
Convection Oven 	$\geq 46\%$		\$500/oven
Commercial Rack Oven	$\geq 50\%$		\$2,000/oven
Conveyor Oven ($\geq 25"$ wide)	$\geq 42\%$		\$750/oven deck
Pressureless Steamer* 	$\geq 38\%$		\$2,500/compartment

*Some pressureless steamers could also qualify for a water-efficiency rebate. Check with your local water district for details.

Why Go Midstream?

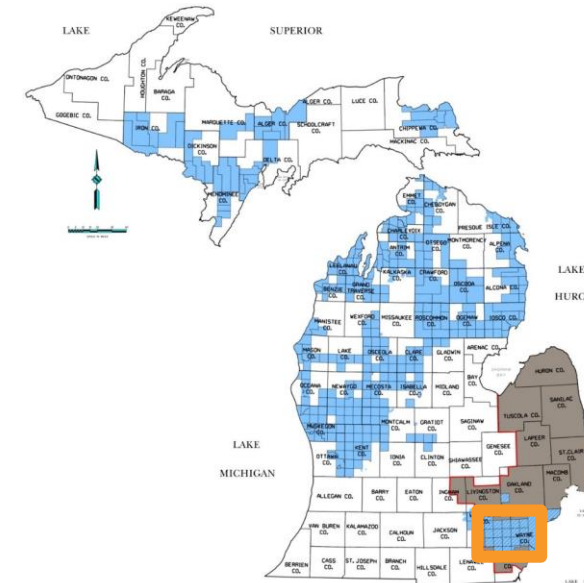


Food Service Instant Rebate Program



- Commercial food service incentive history
 - 2009 – 2017 Prescriptive (downstream) incentives
 - 2017-Midstream pilot
 - 2018-Standalone midstream program
- 17 Participating companies
 - Dealers
 - Distributors
 - Manufacturers
- 31 Electric measures
- 20 Natural gas measures

DTE Service Territory

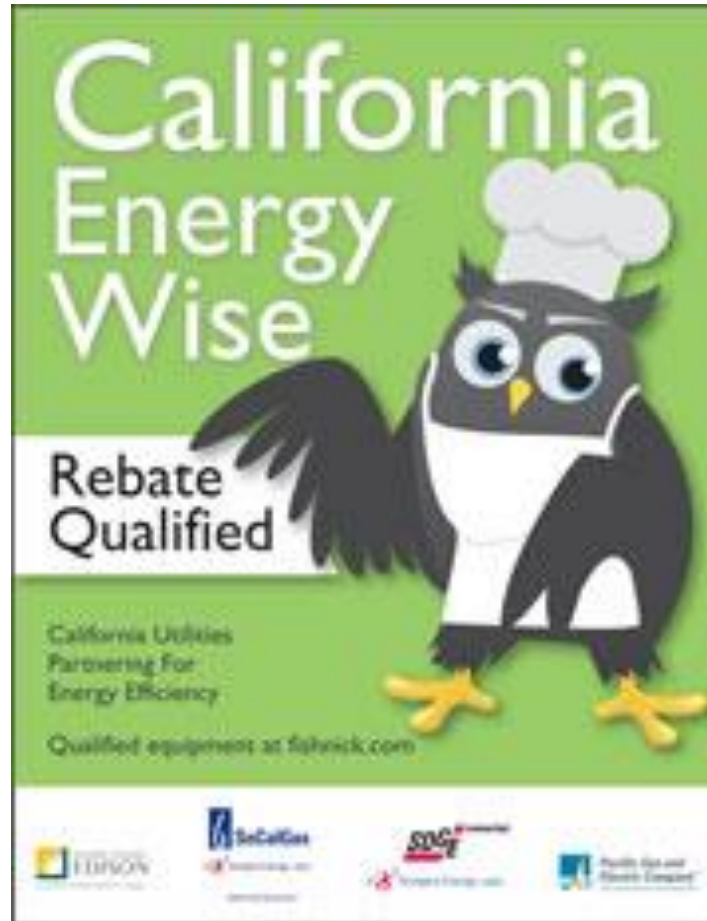


- DTE Electric Area – 2.1 million customers
- DTE Gas Area – 1.3 million customers
- Electric/Gas overlap within DTE service territory

Differences between Midstream and Downstream Programs



Cling on Stickers for Energy Efficient Equipment



**INSTANT REBATES!**
Point-of-Sale Foodservice
Rebate Program
Energy Efficiency Program

Ask about an...

INSTANT REBATE!

Discount applied at the cash register. Ask your sales representative for eligibility requirements.

The Instant Rebates! Point-of-Sale Foodservice Rebate Program, is funded by California utility customers and administered by Southern California Gas Company (SoCalGas®) under the auspices of the California Public Utilities Commission, through a contract awarded to Energy Solutions. Program funds will be allocated on a first-come, first-served basis until such funds are no longer available. This program may be modified or terminated without prior notice. SoCalGas makes no warranty, whether expressed or implied, including warranty of merchantability or fitness for particular purpose of selected goods and services. California customers who choose to participate in this program are not obligated to purchase any additional services offered.

© 2018 Energy Solutions. The trademarks used herein are the property of their respective owners. All rights reserved. Some materials used under license, with all rights reserved by licensor.

It's Your Year of Energy Saving Solutions
The California Foodservice Resource Centers

Point of Sale Measures Offered

INSTANT REBATES!

Point-of-Sale Foodservice Rebate Program



Convection Ovens



Griddles



Rack Ovens



Combi Ovens



Fryers



Steamers



Conveyor Ovens

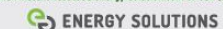


Pre-Rinse Spray Valves



A Sempra Energy utility®

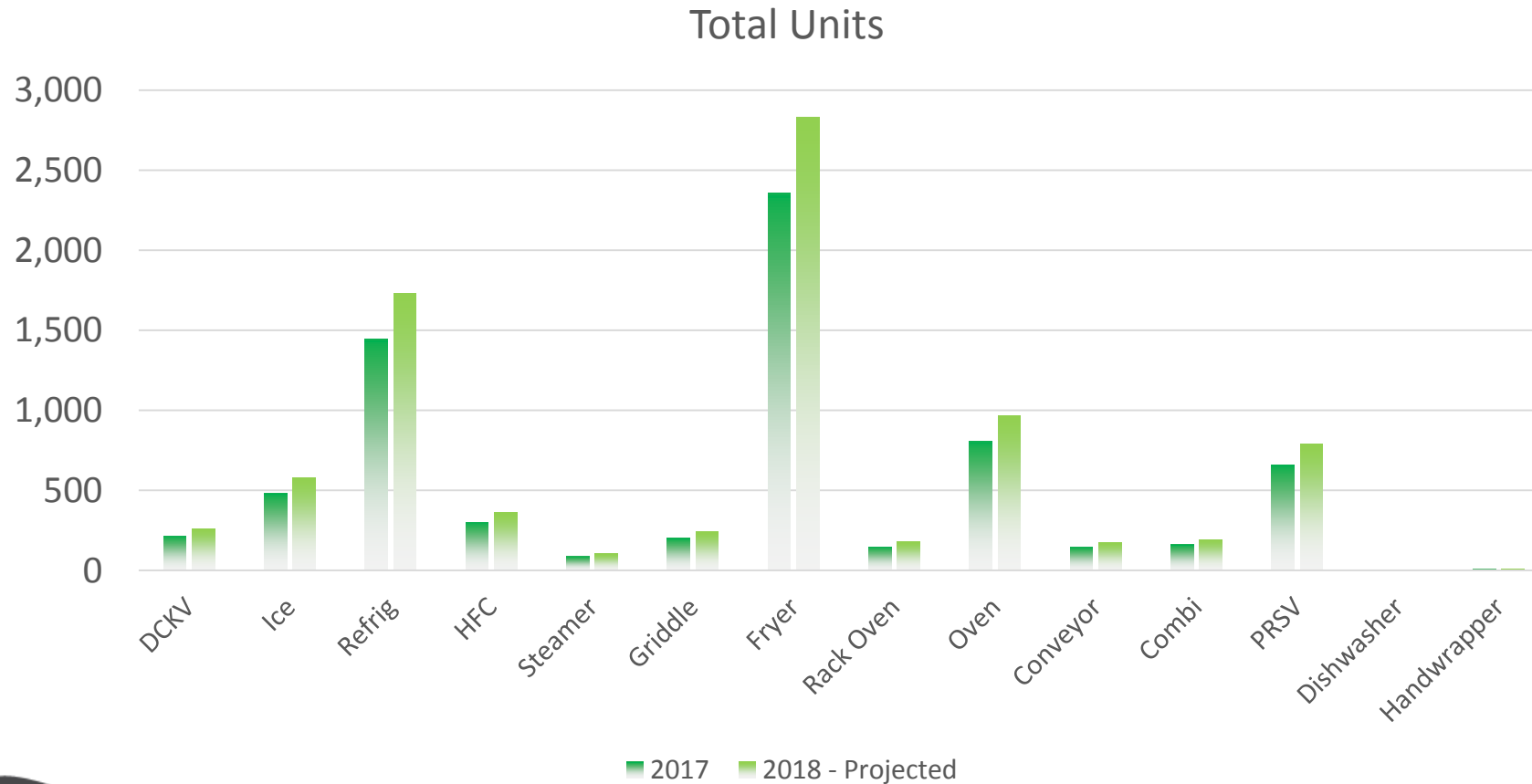
For more information on the Instant Rebates! Point-of-Sale Foodservice Rebate Program, please email InstantRebates@energy-solutions.com or call (714) 787-1098



Energy Solutions is the SoCalGas® authorized contractor responsible for administering this program through 12/31/2017.

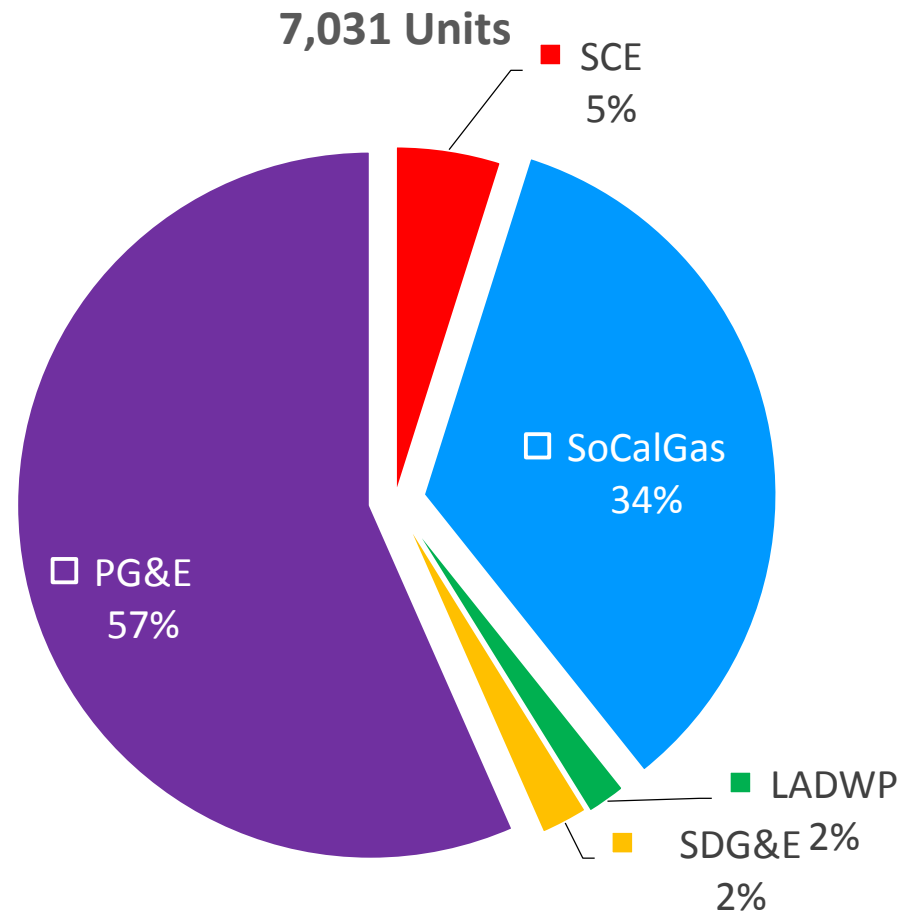
*Combination ovens rebate varies by number of pans.

2017 California Energy Wise Foodservice Program *Year-in-Review*



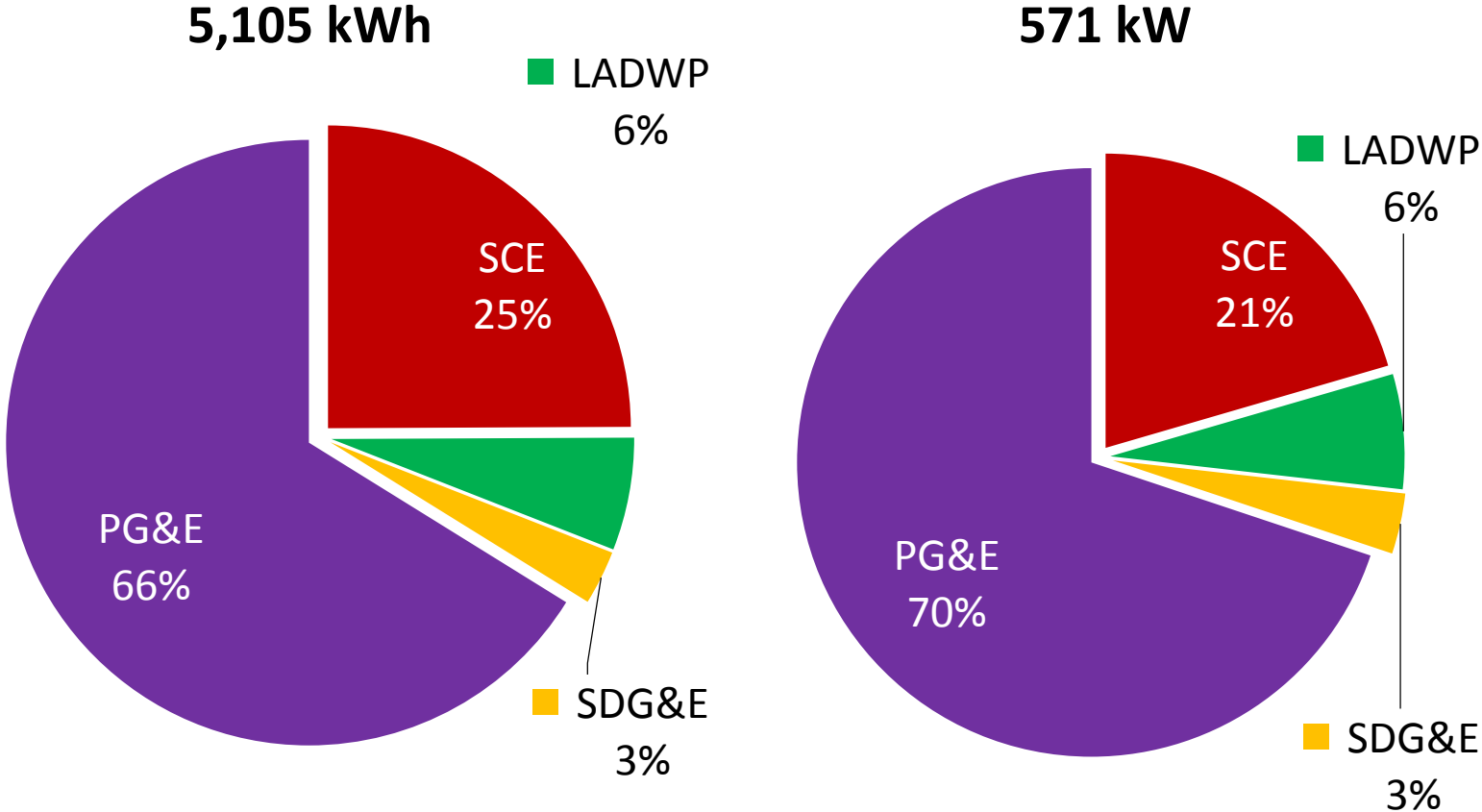
It's Your Year of Energy Saving Solutions
The California Foodservice Resource Centers

2017 Foodservice Program *Year-in-Review*



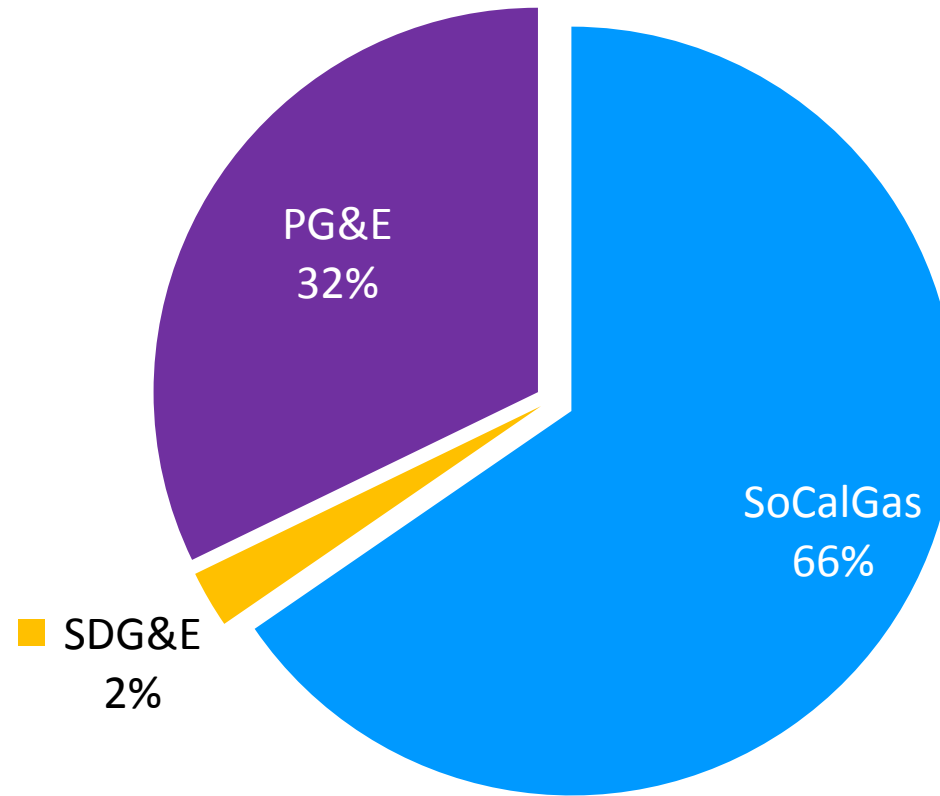
It's Your Year of Energy Saving Solutions
The California Foodservice Resource Centers

2017 CFS Electric Savings Analysis



2017 CFS Gas Savings Analysis

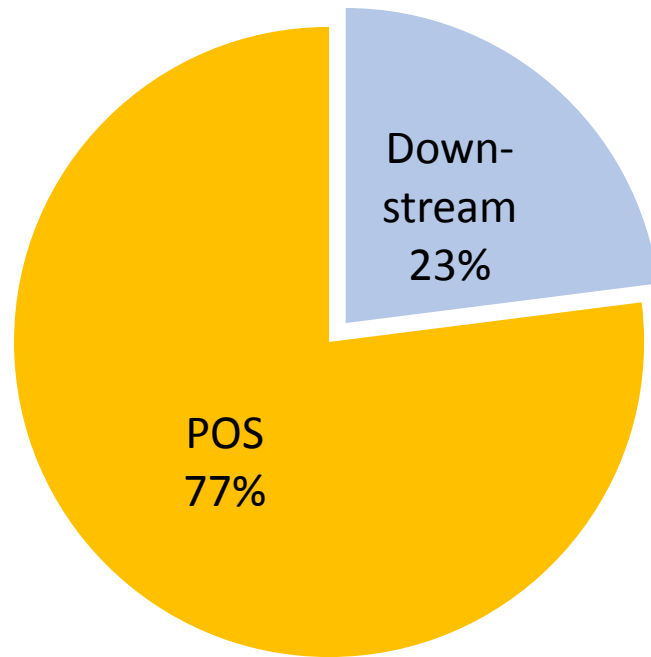
2.23 Million Therms



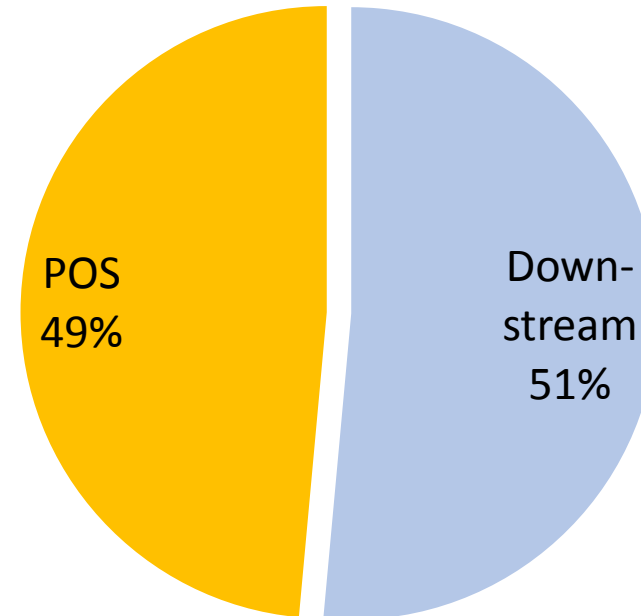
It's Your Year of Energy Saving Solutions
The California Foodservice Resource Centers

Market Channel Analysis

PG&E



SoCalGas



Lessons Learned from Midstream Programs



What 14 years has taught us...

- **It's not their job:**
 - Understand Distributors have other motivators.
 - Tailor the program/training to differing business models.
 - Spiffs work for some, not for others, but offer them!
- **Complexity breeds confusion:**
 - The customer doesn't know who their utility is... help with that!
 - Work across service territory lines, collaborate!
 - Streamline everything you can, make it easier for them!
- **Consistency is your best friend:**
 - Frequent change leads to distrust and mistakes.
- **Give them your attention:**
 - Visit the Distributors often, be that reminder, be their ally!

Panel Discussion

